



Tom Ridge
Governor



Samuel E. Hayes Jr.
Secretary of
Agriculture

From the Governor and the Secretary:

Clearly, 1999 demonstrated the strength and resilience of Pennsylvania agriculture. Enduring what has been called the worst drought of the century, Pennsylvania's 59,000 farm families and related agribusinesses continued farming despite the difficult circumstances - generating over \$4.1 billion in cash receipts.

Pennsylvania responded quickly to the drought -- providing more than \$70 million to help affected farmers. In fact, our response to the drought disaster was greater than any other state in the region. Following an outbreak of the Plum Pox Virus late in the year, the Administration quickly came to the aid of Pennsylvania's fruit growers to indemnify their losses and eradicate this problem.

Pennsylvania Agriculture's Products for the Planet campaign, now in its second year, saw record export sales approaching \$1 billion in 1999. The Pennsylvania Produce...Simply Delicious fruit and vegetable marketing campaign continued to expand with a record number of stores and growers participating. Today, more than ever, our farmers have the assurance that through these domestic and international efforts, new markets for Pennsylvania agricultural products will continue to open.

To combat the loss of farmland and open space, we signed into law the largest environmental investment in Pennsylvania history -- \$650 million over five years -- that includes \$100 million for farmland preservation.

We celebrated the start of this dramatic new investment in the environment at the Pennsylvania Farm Show - the largest indoor agricultural exhibition in America, where we announced a goal to preserve 100 farms in 100 days. During our campaign we protected 101 farms and nearly 12,500 acres from non-agricultural development.

We also launched Export for Scholars, a bold, new initiative that provides selected high school and college students with hands-on experience in the global marketplace through the export of bred dairy heifers.

Pennsylvania Agriculture achieved two milestones in the animal health arena in 1999. The Commonwealth was elevated to Stage IV status in the Pseudorabies eradication program, and the US Department of Agriculture declared Pennsylvania Bovine "TB-free." These hard-fought victories reflect years of diligent work throughout Pennsylvania's livestock industry.

We proudly present Pennsylvania Agriculture's 1999 summary of achievements.



Annual Report-1999-2000

Largest State Drought-Aid Package in the Nation

Pennsylvania farmers suffered more than \$500 million in crop loss due to the 1999 drought. Many referred to it as the worst drought of the century.

In Dec. of 1999, Gov. Ridge responded quickly and signed into law Senate Bill 1135, the largest state aid package for drought-stricken farmers in the nation that year.

As a result, \$70.6 million was made available. This included \$5 million dedicated to the state's Hay Assistance Program, \$60 million in direct grants to help drought-stricken farmers recoup a portion of their crop losses, and \$5.6 million in incentives to encourage farmers to purchase crop insurance for the 2000 growing season.

"By responding to the overwhelming need created by last year's drought, Pennsylvania clearly led the way over other Mid-Atlantic and Northeastern states," said Secretary Hayes.

"I am also very proud of our producers for managing through a very difficult crop year."



Look For the Simply Delicious Logo

This marks the fourth year for the popular *Simply Delicious* marketing program. Since 1997, the program has continued to grow. It now includes more than 900 stores and more than 500 growers.

"It's easy to see why Pennsylvania produce is *Simply Delicious*," commented Secretary Hayes. "From our red ripe tomatoes and succulent sweet corn to our sweet, juicy peaches and apples; Pennsylvania growers offer a cornucopia of fresh fruits and vegetables that will be showcased under the Ridge Administration's *Simply Delicious* marketing program."

The 2000 *Simply Delicious* produce season was kicked

off on June 9th in Finleyville, PA. Secretary Hayes presented Pennsylvania fruit and vegetable growers with a ceremonial check for \$465,500 on behalf of Gov. Ridge and Pennsylvania lawmakers. This check represented the funds being used for the *Simply Delicious* campaign during 2000. The campaign includes billboards and point of purchase materials.

Pennsylvania Farmland Preservation Continues

On December 15, 1999 Gov. Ridge signed into law Pennsylvania's largest investment in its environment, a five-year, nearly \$650



At the 2000 Farm Show, Secretary Hayes applauds Gov. Ridge's five-year Growing Greener initiative.

million Growing Greener program.

The millions invested are for preserving farmland and protecting open spaces, eliminating the maintenance backlog in state parks, cleaning up abandoned mines and restoring watersheds, providing funds for recreational trails, helping communities address land use, and providing new and upgraded water and sewer systems.

On January 8, 2000, at the Pennsylvania Farm Show, Gov. Ridge announced his goal of preserving 100 farms by Earth Day, just 100 days away, as part of his *Growing Greener* initiative. He called the loss of open space and farmland Pennsylvania's biggest environmental challenge in the new century. Gov. Ridge kept his

promise and preserved 101 farms in Pennsylvania within 100 days.

The Farmland preservation program continues to work toward preserving and protecting Pennsylvania's agricultural land for farm families and future generations of Pennsylvanians.

Pennsylvania Accredited TB Free

Pennsylvania received Bovine Tuberculosis (TB) "Accredited-Free" state certification from the U.S. Department of Agriculture in July 2000. Agriculture leaders, state lawmakers, members of the Animal Health and Diagnostics Commission, and animal health professionals gathered for the ceremony.

"Today is a great day for Pennsylvania's dairy and livestock industry," said Secretary Hayes. "We have just achieved a 'big win' for Pennsylvania agriculture."

TB "Accredited-Free" status means that there is no longer any Bovine TB present in cattle residing in Pennsylvania. TB "Accredited-Free" status is critical from an economic standpoint and reaffirms Pennsylvania as a foreign and domestic leader in agriculture.

Once TB was discovered in Pennsylvania, cattle shipped from or through Pennsylvania had to undergo additional veterinary lab testing before transportation and sale could be considered complete. Immediately, the cattle industry began working diligently to eliminate this troublesome disease throughout the Commonwealth. The clean up of infected herds, additional trace back testing, and closely monitored follow-ups were required to regain "Accredited-Free" status for Pennsylvania.

Products for the Planet

Over the past five years, there has been significant and steady growth of agricultural exports from Pennsylvania -- approaching nearly \$1 billion in 1999. The new *Products for the Planet* logo has created an identity for Pennsylvania agricultural products in the world market.



Dr. Enrique Figeroa, USDA Deputy Under Secretary, presents Secretary Hayes with a certificate identifying Pennsylvania as a TB "Accredited-Free" state.



Pennsylvania has the largest and most aggressive trade-development program for food, agriculture and wood products in the Northeast, and one of the top development programs in the country. The Agriculture Department worked with more than 200 Pennsylvania agribusinesses in 1999. Recent trade events have resulted in sales of more than \$14 million. Gov. Ridge has led trade missions to countries such as Mexico, Japan, South Korea, Vietnam, Germany and Great Britain to promote Pennsylvania products.

The PA Department of Agriculture hosted agricultural business leaders and guests from around the world at the AGRO 2000 International Celebration Dinner in Harrisburg on January 7, 2000. Commonwealth trading partners gathered to provide farmers and agribusinesses the opportunity to build business relationships. The event showcased more than 90 Pennsylvania companies offering export products and services.

In Gov. Ridge's February 2000 budget address, he announced that Pennsylvania would open a new trade office in India.

"Pennsylvania agriculture has *Products for the Planet*, and this trade mission will give our guests a first-hand look at the Pennsylvania agribusinesses that bring us our food and fiber here in Pennsylvania and all over the world," said Secretary Hayes.

In April 2000, Secretary Hayes hosted a delegation of business and government officials from India. The delegation toured Pennsylvania agribusinesses such as Hershey Foods and Land O'Lakes Inc.

Export for Scholars

On March 2, 2000, Agriculture Secretary Samuel E. Hayes, Jr. launched a Pennsylvania Department of Agriculture initiative known as Export for Scholars.

tell our students they live in a global marketplace. Export for Scholars will take classroom lectures to a new level."

Students are given an opportunity to witness the global impact that Pennsylvania's agriculture has and also the economic opportunities available in the international arena.

The Department of Agriculture, Pennsylvania Holstein Association, Delaware Valley College, and W.B. Saul High School selected twenty open Holstein dairy heifers. Twelve of the heifers were sent to the Delaware Valley College farm in Doylestown, and the remaining eight were sent to the W.B. Saul High School.

Students will manage the heifers, select sires, breed the heifers, learn about export regulations,



Secretary Hayes joins students taking part in the Export for Scholars program as they escort two of the heifers that will be exported to Puerto Rico in August 2000.

Recognizing the importance of the Ridge Administration's focus on agricultural marketing and education, Hayes said, "We often

and observe port operations. Students will then have the opportunity to travel to Puerto Rico for a "trade mission" in

August of 2000 to complete their export business by meeting with livestock professional and dairy farmers who will purchase the bred dairy heifers.

As part of the *Export for Scholars* program, students developed a marketing plan to promote the export of Pennsylvania bred dairy heifers to Puerto Rico, Mexico, and other Spanish-speaking countries in the Western Hemisphere. The marketing plan included a brochure, in both English and Spanish, that the students created to promote Pennsylvania Holsteins.



Memorable Farm Show Moments

Where will you be in 25 years? Photographs, news articles, letters, and other Farm Show mementos were collected at the 2000 Farm Show and placed in a time capsule. The capsule will remain sealed until the 2025 Pennsylvania Farm Show.

"Pennsylvania's Farm Show is a wonderful expression of our rich agricultural heritage and time-honored traditions," Secretary Hayes said. "As we enter the new millennium, it is only fitting that we preserve these memories for future generations to experience and enjoy."

The 84th annual Farm Show provided a unique venue to witness the latest in agricultural technologies and time-honored traditions. Agriculture continues to be Pennsylvania's #1 industry.

Agriculture Research Symposium

The Pennsylvania Department of Agriculture hosted the third Agriculture Research Symposium in June 2000 at the Main Capitol

Building. The symposium highlighted work conducted on a broad range of issues at agricultural research institutions across the Commonwealth.

"Pennsylvania's diverse agriculture is a major contributor

to our economic vitality and quality of life," Secretary Hayes said. "Agriculture research is absolutely necessary to keep our Pennsylvania agriculture out front as a leader in the nation and the world."

Farm City 1999

Farm City Day 1999 was the biggest ever. Over 6,000 students from urban and suburban elementary schools gathered at the Farm Show Complex on October 1st to learn how agriculture plays a part in their everyday lives.



Secretary Hayes teaches students at Farm City Day lessons about the importance of "Fun Safety" at carnivals and amusement parks.

Youth Ag Grants

Matching and direct grants totaling \$100,000 were awarded to 31 youth organizations in April 2000.

"Tomorrow's agricultural industry will be in the hands of today's youth," said Agriculture Secretary Samuel E. Hayes, Jr.

"By supporting these organizations, we ensure that the proud tradition of Pennsylvania agriculture is passed on to future generations.

This year's grants provided funding for programs ranging from 4-H camps and educational trips, to constructing a greenhouse, to projects educating youth about Pennsylvania's aquaculture industry.

Pennsylvania Pseudorabies Free

Pennsylvania's swine industry has been embattled with a formidable enemy since the early 1980's. The adversary -- pseudorabies. Pseudorabies is a viral disease in swine that threatens the viability of the swine industry.

In its efforts to eliminate this costly disease, the PA Department of Agriculture launched an eradication program. As a result, the last known pseudorabies-infected swineherd in Pennsylvania was released from quarantine in March 1999. To

date, extensive surveillance and testing in high-risk areas has not revealed any additional infection.

In June 1999, with Pennsylvania apparently free from pseudorabies, the National State-Federal-Industry Pseudorabies Eradication Program elevated Pennsylvania to a Stage IV status. In stage IV, swine movement to neighboring states returns to normal. Now, after one year of successful Stage IV status, with no new cases of Pseudorabies, Pennsylvania is eligible to apply for the final stage of the program, Stage V (or Pseudorabies-free). Due to the commitment of the PA Department of Agriculture, USDA-APHIS, swine producers and veterinarians, the year 2000 looks to be the year of victory in this long, hard-fought battle. Another big win.

Plum Pox Virus Surveillance and Eradication

Since Plum Pox Virus (PPV) was first discovered on an Adams County farm in late October 1999, officials have teamed up to contain and eradicate the virus. Unfortunately there is no cure for the Plum Pox Virus and infected trees must be destroyed.

Gov. Ridge has allocated a total \$5.1 million to aide in the relief from some of the costs associated

with the outbreak of Plum Pox Virus. In June 2000 the USDA joined efforts with Pennsylvania to compensate Pennsylvania fruit growers with \$13.2 million.

Pennsylvania is a leading producer of fruit, ranking fourth nationally in peaches. Adams County accounts for \$10 million of Pennsylvania's \$25 million industry. "I applaud everyone; Gov. Ridge, Pennsylvania lawmakers, and the USDA for coming together to protect Pennsylvania's stone fruit industry and for providing financial relief for the brave growers in Adams County during their loss of production," commented Hayes. "The growers have demonstrated admirable citizenship."

Plum Pox Virus (PPV) has no affect upon humans, however; it causes fruit trees to have a severe drop-off in production. PPV affects stone-bearing fruits including plums, peaches, nectarines and apricots.

Pennsylvania Forest Products Week

In recognition of Pennsylvania's hardwood industry, Gov. Tom Ridge proclaimed the week ending October 23, 1999 as Pennsylvania Forest Products Week. "Since the time of William Penn, our forestlands have been an important part of Pennsylvania's strong and proud heritage, said Gov. Ridge.

Pennsylvania currently leads the nation in hardwood timber volume, more than 11.9 billion cubic feet of growing stock of oak, maple, cherry, and other species. Pennsylvania has over 17 million acres of forestland, making up more than half of the Commonwealth.

In September 1999 the Hardwoods Development Council awarded \$257,374 in grants to nine organizations to support Pennsylvania's hardwoods industry.

"These grants support efforts to provide technical assistance for sawmills and value-added hardwood companies, and enhance public education and research in this vital segment of Pennsylvania agriculture," said Secretary Hayes.

World Food Day in Pennsylvania

Pennsylvania is a national leader in providing emergency food assistance to needy Pennsylvanians. In 1999-2000, the Agriculture Department provided \$14.46 million in cash grants to counties to purchase and distribute food through the State Food Purchase Program.

"Hunger is not acceptable in Pennsylvania and this country," said Secretary Hayes as

he joined representatives of state and community-based emergency feeding organizations to

observe World Food Day at the state Capitol. This year's theme was "A World Without Hunger."

Celebrate Ag Day

One in every five Pennsylvanians is employed in an agriculture-related field.

"Agriculture is the backbone of our economy," said Secretary Hayes. To honor this flourishing industry, Gov. Tom Ridge proclaimed Monday, March 20, Agriculture Day in Pennsylvania.



"Agriculture Day is an opportunity for Pennsylvanians to pay tribute and recognize the men and women who work all year to provide each and every one of us with a bountiful supply of food and fiber," said Secretary Hayes.

2000-2001 Agriculture Budget

State Agriculture Secretary Samuel E. Hayes, Jr. lauded Gov. Ridge's 2000-2001 state budget for its "out-

standing support of Pennsylvania agriculture."

"Gov. Ridge and the state legislators worked together to provide a great budget for Pennsylvania agriculture," Secretary Hayes said. "Farmland preservation, technology and equipment, research, promotion and marketing of Pennsylvania's agricultural products, animal and human health, plant health, food, agricultural expositions, 4-H and FFA and conservation are examples of beneficial initiatives for agriculture."

While not specifically an agricultural budget item, the 2000-01 budget contains a long awaited Inheritance Tax cut. This tax cut will benefit farm families from one generation to the next. Farmers across Pennsylvania can expect to save millions of dollars through the years due to this reduction in the inheritance tax.

The budget includes two new initiatives to help fight animal disease:

- \$720,000 toward monitoring the West Nile Virus in mosquitoes, birds and other animals - West Nile is a virus which can be transmitted to people in the form of encephalitis.
- \$75,000 for a Pennsylvania Dairy Quality Assurance Program to prevent the presence of infections such as E.coli in dairy-beef products.

Additionally, there is a \$375,000 increase for the Animal Health and Diagnostic Commission to advance the program missions of the Pennsylvania Animal Diagnostic Laboratory System.

The budget now includes \$3.1 million for the Plum Pox Virus. This is in addition to the \$2 million made available earlier to battle Plum Pox. "The Plum Pox outbreak shows how important the prevention of fruit and plant disease is to Pennsylvania agriculture," said Hayes.

The Governor's 2000-01 budget also contains \$1.1 million for agriculture technology and equipment

Agricultural expositions, will receive continued support in the 2000-2001 budget. Hayes noted that:

- County fairs received a \$100,000 increase — bringing the total to \$4.2 million.

- The All-American Dairy Show received a \$67,000 increase and both the Keystone International Livestock Exposition and the Junior Dairy shows also received increases.

Other increases in Gov. Ridge's budget for the Agriculture Department include:

- \$250,000 for agriculture research bringing the total to \$3.5 million.
- \$1,536,000 in the State Food Purchase Program to provide food for needy Pennsylvanians increasing the total for 2000-2001 to \$16 million.
- An increase of \$190,000 to implement Pennsylvania's accelerated farmland preservation program. Hayes noted this is in addition to \$43 million in the current year's budget for farmland preservation and the new \$100 million in

the Growing Greener initiative dedicated to farmland preservation over five years.

The budget also continues the \$1 million appropriation to help production agriculture through allocations to conservation districts, and \$3.28 million for nutrient-management programs.

Hayes applauded other budget initiatives that will help rural Pennsylvanians and agribusiness. "Financial assistance for our volunteer fire and ambulance services, property tax rebates, better education for our rural young people, tax cuts, and improved highways and bridges - these are all things important to agriculture," Hayes concluded.



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